

# Privacy Policy

Last Updated: March 15, 2025

Risk Optometric Associates, PA (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with our services, including our website and any related services (collectively, the “Services”). By using our Services, you agree to the terms of this Privacy Policy.

## 1. Information We Collect

We collect various types of information, including but not limited to:

- Personal Information: Such as your name, phone number, and email address when you request an appointment, sign up for our services, or communicate with us.
- Demographic Information: Such as age, gender, or preferences, where relevant to your care or provided voluntarily.
- Technical Information: Such as IP address, browser type, device information, and usage data collected through cookies and similar technologies.

## 2. How We Use Your Information

We use the information we collect for various purposes, including:

- To schedule and manage appointments and related services.
- To send reminders and updates regarding your appointments.
- To respond to your inquiries and customer service requests.
- To improve our Services, including diagnosing technical issues and analyzing usage trends.
- To comply with legal obligations or protect our rights and property.

We do not sell or share your personal information, including phone numbers, with third parties or affiliates for marketing or promotional purposes.

### 2.1 SMS Terms and Disclosures

- Message and data rates may apply.
- Message frequency may vary.
- You may text HELP for support or more information and STOP to unsubscribe at any time.
- No phone/mobile number information will be shared with third parties/affiliates for marketing/promotional purposes. All text-messaging opt-in data and consent will not be shared with any third parties.

## 3. Cookies and Tracking Technologies

We do not use cookies, web beacons, or similar tracking technologies.

## 4. Data Retention and Security

We retain your personal information for as long as necessary to fulfill the purposes

outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. We implement industry-standard security measures to protect your information from unauthorized access, alteration, disclosure, or destruction.

#### 5. Third-Party Services

We may use third-party service providers to assist in delivering our Services. These third parties have access to your information only to perform tasks on our behalf and are obligated not to disclose or use it for any other purpose.

#### 6. Your Rights and Choices

- Access and Correction: You may request access to or correction of your personal information by contacting us.

- Opt-Out: You may opt out of receiving promotional communications from us at any time by following the instructions in those communications or by contacting us directly.

- Do Not Track: Your browser or device may include "Do Not Track" functionality.

Because there is no accepted standard for how to respond to Do Not Track signals, we do not currently respond to them.

#### 7. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. When we make changes, we will revise the "Last Updated" date at the top of this page. We encourage you to review this policy regularly.

#### 8. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at: [kentrisk@nceyedocs.com](mailto:kentrisk@nceyedocs.com).